



## PRODUCT SUMMARY

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## INTRODUCTION

**Thank you for considering Eventsquid!**

Based on what clients tell us every day, we believe that Eventsquid can enable your business to realize measurable gains in the promotion, efficiency, attendance, communication, data harvesting and overall management of its events.

In summary, our software provides an enterprise service suite that includes:

- online registration and payment processing (as needed)
- personalized registration experiences within a single event setup
- professional-grade event websites (you create)
- HTML5 mobile app with every event
- custom event report creation and export
- REST API
- dynamic charting of your custom registration questions
- printed badges, labels and parking passes
- mobile check-in
- drag-and-drop survey creation and distribution
- exhibitor and booth sales
- ticket sales
- attendee communications center (text and email)
- private event invitation module
- club or chapter websites with roster management and dues payment
- portable calendar widgets
- unlimited administrative user seats with customizable permission stacks
- fully branded instance that hosts only your business events

We are happy to set up a live demo to bring you up to speed on the latest features as well as to answer any questions you have. Once we chat about your estimated usage, we will quickly provide you with a formal proposal, license agreement and price quote.



## WHY EVENTSQUID?

Eventsquid began in 2012 within sports and hobby markets. In 2015, we brought our platform to associations, corporations and other organizations. The wide-ranging levels of sophistication among our users and their attendees have driven us to create powerful but elegant and very easy to use software.

If you are trying enterprise level event management software for the first time, Eventsquid is like having an event planner clone who does not care how much work you give her. For users migrating from other event software, Eventsquid is a deep breath of crisp fresh mountain air.

### It's just different.

Eventsquid marries unprecedented power and flexibility with simplicity. The result for our planners can be measured in time savings, fewer user support issues and improved data aggregation, management and reporting. For your attendees, our software will put a professional face on all of your events and simplify the registration process.

# WHY EVENTSQUID?

- OVERVIEW ▶
- FLYER
- AGENDA
- DOCUMENTS
- ACCOMMODATIONS
- SPECIAL GUESTS
- VIDEOS
- SPONSORS
- REGISTER NOW!
- SPONSOR REGISTRATION
- GENERAL TICKETS
- VOLUNTEER SIGN-UP
- SAVE TO CALENDAR
- LINK TO THIS EVENT
- CONTACT HOST ▼
- SHARE ▼

### BUSINESS DEVELOPMENT CONFERENCE

Biz Dev Council | CONFERENCE

**Wednesday Nov 30, 2016 @ -**

#### Sales and Whales

Join us for two days of selling and socializing.

Write a brief attention-getting description. DO NOT include times, fees, event classes, prices, hotels, special rules, facilities, location and other information that you should enter elsewhere in the Event Builder. Your event website will become cluttered with text and users will not read through it.

REGISTRATION IS OPEN!

All times are Mountain Time

**Event Dates/Times**

NOV

WEDNESDAY

30

TBD to TBD

Save to my calendar

**Register Now**

REGISTER NOW!

SPONSOR REGISTRATION

GENERAL TICKETS

**WHERE IT'S HAPPENING**

**Address**  
 Heinz Field  
 100 Art Rooney Ave  
 Pittsburgh, PA USA

Show More ▼



## FEATURE OVERVIEW

### Professional grade websites

Eventsquid allows you to quickly create and customize professional-grade, modern websites that can be updated at any time from anywhere by anybody with administrative access.

- Your branding and colors
- Map and directions
- Registration options and dates
- Dynamic agenda (stays up to date)
- Accommodation options
- Speakers & special guests
- Documents
- Photos & videos
- Flyer
- Sponsors
- Registration item grid
- Sharing tools
- Contact information
- Save-to-calendar function
- Volunteer signup
- Click-to-buy space maps (booths)

# FEATURE OVERVIEW

**SHOFAR CONFERENCE 2016**  
Shofar Christian Church | CONFERENCE  
Friday Sep 30, 2016 @ 07:00 PM - Sunday Oct 02, 2016 @ 09:00 PM

**BEING ONE**  
CONVERGENCE shofar conference

Our journey as a church family is one of faith, unity and relationship - **being one**. Holding before us the Word of God as we move together bound in love for one another. "I pray that they will all be one, just as You are in Me, Father, and I am in You. And may they be in us so that the world will believe You sent Me." (John 17:21)  
Convergence 2016 will be a time of equipping as we come together as a family, building on that which we've been given as a church. We look forward to spending this special time with family and friends, both old and new, and trust that God will once again take us to a deeper level of grace and strength.  
**PLEASE NOTE:** Part of your registration process will require you to book your seats within the auditorium. Be sure to select your seats on the seating map. (Front and middle seating come at an additional cost)

**REGISTRATION IS OPEN!**  
All times are West Africa Time

**Event Dates/Times**  
SEP 30 to OCT 02  
7:00 PM to 9:00 PM  
Save to my calendar

**Register Now**  
ATTENDEE REGISTRATION

**Registration Closes**  
SEP 20, 2016 @ 11:55 PM

**WHERE IT'S HAPPENING**

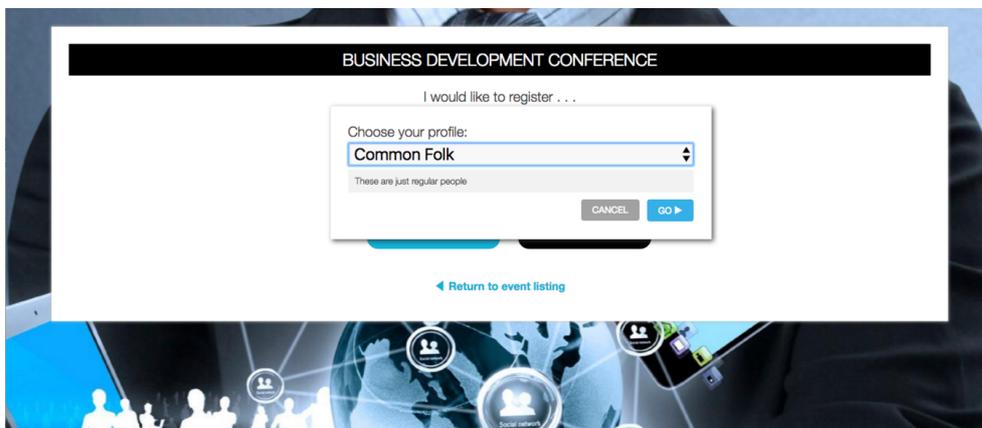
Map Satellite  
LAGOON BEACH CENTURY CITY SUMMER GARDENS  
Address  
Ratanga Junction  
Ratanga Junction, Century Boulevard  
Cape Town SOUTH AFRICA



## Personal registration experiences

Our Personal Registration Experience Engine lets you customize - **for any registrant profile type you create** - pricing, registration options, standard prompts, custom prompts, conditional messaging, discounts and communication content.

- Unlimited registration experiences within a single setup
- Let the registrant choose their profile or you dictate it in your invitation
- Clear, simple options
- Third party registration
- Sub-account registration (e.g. minors or others under user's email )
- Guest registration (full and simple types)
- Unlimited registrant type profiles





## Intuitive registration forms

Create registration forms that guide the user through the process and pre-populate with the registrant's personal information. Simple forms engender more registrations.

- If the registrant has ever registered for any event in our system, their information will pre-populate the form.
- User-uploaded documents and images are saved to the registrant's library for use in future registrations.
- Unlimited custom prompts with conditional triggers (more infra)
- Logic-based selections that visibly disable non-available options based on what the user just selected.
- Interject your custom text throughout the form.
- Group mutually exclusive registration items together and create minimum/maximum selection rules.
- Bundle items together into packages
- Create automatic rebates, coupons and discounts based on registrant type, registrant responses and more.

# FEATURE OVERVIEW

**21ST ANNUAL PHOENIX FUN FLY**  
Pilot Registration

**Attendee Information**

YOUR INFORMATION IS KEPT PRIVATE! The limited information you input into our system is used solely by the event host.

Standard Registration

Send checks to: Phoenix Fun Fly c/o Eric Stevens Using the 2018 E. Daley Lane address

\* means required field

Email Address \* michael@rcpilot.com

First Name \* Michael

Last Name \* Kranitz

Address 123 Test Drive Street

Country USA

City, State Lone Tree

Postal Code 80124

Hide me from the published online attendee list

**CANCEL REGISTRATION** **SAVE & CONFIRM**

**A Few Details We Need**  
Make Your Selections

**REGISTRATION** MIN of 1

**INDIVIDUAL REGISTRATION** \$ 500.00

Tuesday Nov 01, 2016 07:20 AM - 06:35 PM

This is this

★ Selecting this allows you to register or invite an additional 1 guest

★ Selecting this includes the following items (no charge):

- Sunday Banquet Ticket
- Friday Lunch
- Saturday Lunch

18 LEFT  [Change](#) [Lefthand](#)

**MORNING SESSIONS** MIN of 1 MAX of 1

**CONFERENCE SESSION 1A** \$ 100.00

Tuesday Nov 01, 2016 07:50 AM - 09:25 AM

Enjoy lively banter as we discuss whether Donald Trump should speak at the UN.

★ Selecting this includes the following items (no charge):

- Sunday Banquet Ticket

15 LEFT

**CONFERENCE SESSION 1B** \$ 100.00

Tuesday Nov 01, 2016 10:00 AM - 10:55 AM

Listen to a speaker drone on about how Facebook can turn your event into something so special that your grandma will be impressed.



## Intelligent registration prompts

Eventsquid allows your registrant prompts to trigger additional questions, discounts and custom messages based on the registrant's answer.

- You create any type of prompt you wish.
- Decide which registrant type will see the prompt.
- Indicate, for any possible answer to the prompt, whether to trigger another prompt.
- Indicate, for any possible answer to the prompt, whether to trigger a percent or dollar discount.
- Indicate, for any possible answer to the prompt, whether to trigger a custom message that you create.
- Mix and match triggers to create a truly responsive and powerful set of prompts tailored to each registrant type.

# FEATURE OVERVIEW

**BUSINESS DEVELOPMENT CONFERENCE**  
Attendee Registration

Attendee Information ✓

File & Photo Uploads ✓

A Few Details We Need ✗

Here are some custom prompts. They show the flexibility of the system in terms of answering questions.

\* means required field

If you do not like ice cream, you should consider leaving the site. Here's a link you can go to:  
<http://www.icecream.com>

Close

How many events do you host per year?  
1-5



## Live registration console

Use a single console to sort, filter and access all registrations from anywhere. Each registrant has a detail panel with all information you need for review, modification, payment and check-in.

- Gain critical insight into your event at a glance. All information is in one place.
- Simple interface allows for quick access to attendee information. Clean panels display all attendee information. Useful for registration changes, payment and updates.

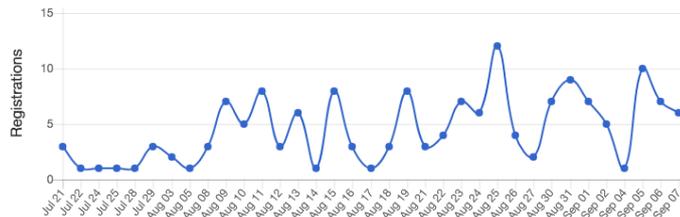
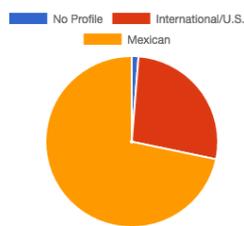
The screenshot displays the '2016 Colorado Academy of Family Physicians Annual Summit' registration console. The top navigation bar includes options like 'REPORTS & PRINTED ITEMS', 'ATTENDEES', and 'MANUALLY REGISTER ATTENDEES'. A summary dashboard shows key metrics: Attendee Sales (\$35,339), Paid (\$31,073), Due (\$4,266), Avg Sale (\$392.66), Registrants (90), and Guests (0). Below this is a table of registrants with columns for name, guests, paid, balance, registration date, fees, check-in status, and cancellation options. A detailed view for '3610-JOE CONTI' is shown, featuring a sidebar with tabs for Registration Details, Personal Profile, Uploads, Attendee Responses, Travel Information, Guests, Attendee Comments, Admin Notes, and Log Entries. The main content area for Joe Conti includes a 'CHECK-IN' button, a list of items (Registration, Morning Sessions, Afternoon Sessions, Meals) with their respective costs and quantities, and a payment summary section showing a total price of \$900.00 and a transaction date.

# FEATURE OVERVIEW



## Make sense of your data in real time

Eventsquid tracks your registrations per day, registrant profile breakdown and the distribution of answers to all of the custom prompts you include on your registration form. The data is displayed dynamically as attendees register and you can pivot on specific questions, registrant profiles and even one answer to a specific question. You can display your data in grid form or in graphical form. Print or export your data.



# FEATURE OVERVIEW

Events
Connect Sports 2017
Connect SPORTS OLYMPIC SPORTSLINK

Filters

**Destination/Location Information**

**Are These Rooms Spread Across Multiple Properties**

7 Responses Hide Options with Zero Votes ✓

No		1 (14%)
Yes		6 (86%)

**Planner Event Stats**

**Best Applies to Space Needs**

8 Responses Hide Options with Zero Votes ✓

0 - 50,000 sq feet of Indoor Space		2 (25%)
1 - 5 Baseball / Softball Fields		1 (13%)
101,000 - 150,000 sq ft of Indoor		2 (25%)
151,000 - 300,000 sq ft of Indoor		1 (13%)
401,000 - 500,000 sq ft of Indoor		1 (13%)
Arena / Stadium		1 (13%)

**Hotel Property Questions**

**Best Description**

8 Responses Hide Options with Zero Votes ✓

Individual Hotel		6 (75%)
National / Global Sales Office		2 (25%)



# Reporting and Data Management

Eventsquid features a suite of pre-prepared reports as well as a custom report builder that lets you design your report online for print or export directly to a spreadsheet file. You can save report setups for future use. For direct data transfers, you can use our REST API, which also gives you access to every piece of data you collect within our system.

# FEATURE OVERVIEW

2016 Colorado Academy of Family Physicians  
Annual Summit

90 Records

Download Spreadsheet

All Registration Items

Load Template Save Template

search

	User First	User Last	User Email	Total Due	Total Paid	Final Discount	Coupon Value	Processing Fee
1	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
2	Anna	Archer	anna.archer@coloradoacademy.org	364.88	364.88	0.00	0.00	14.88
3	Anna	Archer	anna.archer@coloradoacademy.org	375.00	0.00	0.00	0.00	0.00
4	Anna	Archer	anna.archer@coloradoacademy.org	291.90	291.90	0.00	0.00	11.90
5	Anna	Archer	anna.archer@coloradoacademy.org	422.21	422.21	0.00	0.00	17.21
6	Anna	Archer	anna.archer@coloradoacademy.org	52.13	0.00	0.00	0.00	2.13
7	Anna	Archer	anna.archer@coloradoacademy.org	338.81	338.81	0.00	0.00	13.81
8	Anna	Archer	anna.archer@coloradoacademy.org	375.00	0.00	0.00	0.00	0.00
9	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
10	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
11	Anna	Archer	anna.archer@coloradoacademy.org	422.21	0.00	0.00	0.00	17.21
12	Anna	Archer	anna.archer@coloradoacademy.org	300.00	0.00	0.00	0.00	0.00
13	Anna	Archer	anna.archer@coloradoacademy.org	405.00	405.00	0.00	0.00	0.00
14	Anna	Archer	anna.archer@coloradoacademy.org	755.81	755.81	0.00	0.00	30.81
15	Anna	Archer	anna.archer@coloradoacademy.org	350.00	0.00	0.00	0.00	0.00
16	Anna	Archer	anna.archer@coloradoacademy.org	575.00	0.00	0.00	0.00	0.00
17	Anna	Archer	anna.archer@coloradoacademy.org	10.43	10.43	0.00	0.00	0.43
18	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
19	Anna	Archer	anna.archer@coloradoacademy.org	338.81	338.81	0.00	0.00	13.81
20	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
21	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
22	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
23	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
24	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
25	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
26	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94
27	Anna	Archer	anna.archer@coloradoacademy.org	390.94	390.94	0.00	0.00	15.94

FEE CATEGORY	FEE ID	FEE NAME	UNIT PRICE	QUANTITY	TOTAL SOLD
<b>FACILITY</b>					
	10081	Extra Pit Crew Pass	\$10.00	7	\$70.00
	10080	Included Pit Crew Pass	\$0.00	57	\$0.00
<b>GENERAL</b>					
	10073	Donation	\$5.00	69	\$345.00
	10089	On-Site Surcharge	\$10.00	14	\$140.00
<b>MEALS</b>					
	10074	Banquet - Roast Beast	\$45.00	77	\$3,465.00
	10075	Banquet - Salmon	\$45.00	17	\$765.00
<b>REGISTRATION</b>					
	10082	Pilot Registration - All Weekend	\$50.00	123	\$6,150.00
<b>SPACE RENTAL</b>					
		SPACE RENTAL	Varies	14	\$7,900.00
<b>REDEEMED COUPONS</b>				15	(\$0.00)
<b>DISCOUNTS</b>				2	(\$50.00)
<b>NET SALES OF GOODS &amp; SERVICES</b>				378	\$18,378.87
<b>PROCESSING FEES CHARGED TO ATTENDEES</b>				123	\$676.77
<b>NET SALES (including processing fees)</b>					\$19,055.64

GROSS COUNTS	
Chicken Marsala	3
Beef Burritos	2
Beef Wellington	2

<b>14172 - LUNCH</b>	
Beef Burritos	Count: 1
<input type="checkbox"/> 21740-ABBY L KRANITZ II <b>MINOR</b>	Lunch
Chicken Marsala	Count: 1
<input type="checkbox"/> 22433-CHARLES FAHEY IV <b>MINOR</b>	Lunch
<b>14282 - DINNER</b>	
Beef Wellington	Count: 1

\$19,055.64	
7	\$2,348.38
110	\$15,659.81
117	\$18,008.19
15	\$1,156.56
132	\$19,164.75
-	\$-109.11



## Communicate at will

Eventsquid gives you the ability to send on-the-spot or scheduled messages to customized lists. SMS and email.

- Create and filter mailing lists by event, keyword or any registration item.
- Schedule emails for dates before or after your event.
- Save email templates for future use
- Attach documents
- Attach coded survey links
- HTML formatted emails
- Read receipt log

# FEATURE OVERVIEW

EVENT DASHBOARD   SURVEY DASHBOARD   **COMMUNICATION CENTER**   MANAGE CLUB WEBSITE   MANAGE ORGANIZATION   ADMIN-ADVERTISING

PLEASE ONLY SEND MESSAGES RELATED TO EVENTS YOU ARE HOSTING.

Single Emails & Texts   Schedule Auto Reminders   Message Log

Invite people to your **survey**, create a mailing list on the left and select the survey from the menu inside the email panel on the right.

Filter your mailing list and select recipients below. Then, craft your email and send!

List Type: **Event Attendees**

Event: **3rd Annual Fun Fly Test Event - 10/01**

Limit To:

- General
- Kids Admission - Weekend
- Adult Admission - Weekend
- Sunday Only Adult Admission
- Included Pitt Crew Pass
- Extra Pitt Crew Pass

Keyword:

Filter:  Display Volunteers Only

SMS:  Send text message

Start with a template:

**CREATE & SEND NEW MESSAGE**

Send one-off messages from here. If you wish to save the message for future use (and modification) in another email or text, use the save and update buttons below the message area. FEEL FREE TO CREATE SAVED MESSAGES FOR USE LATER.

Each person in the TO field receives a personal email with no other addressees shown.

TO:

FROM: **Michael Kranitz - michael@rcpilot.com**

SURVEY: **Breakout Session Survey II.3 2016 Conference on Run O**

ATTACH: **SELECT DOCUMENT FROM YOUR UPLOADS**

SUBJECT: **3rd Annual Fun Fly Test Event**

[First Name],

Name

- Michael Kranitz
- Joe Conti
- Chaz Fahay
- Charles Fahay
- Michael Kranitz

Event: Demo Expo  
Date: Wed Jul 20 2016  
Venue: Erie Airport - Erie

Michael,  
Eventsquid began in 2012 within sports and hobby markets. In 2015, we brought our platform to associations, corporations and other organizations. The wide-ranging levels of sophistication among our users and their attendees have driven us to create powerful but elegant and very easy to use software.

If you are trying enterprise level event management software for the first time, Eventsquid is like having an event planner clone who does not care how much work you give her. For users migrating from other event software, Eventsquid is a deep breath of crisp fresh mountain air.

TO UNSUBSCRIBE, JUST LOG INTO [WWW.LAUNCHSQUID.COM](http://WWW.LAUNCHSQUID.COM) AND CLICK YOUR NAME TO CHANGE YOUR ACCOUNT PREFERENCES.

SAVE AS A NEW TEMPLATE

**SEND MESSAGE**



## Survey says...

Our drag-and-drop survey builder is both fun and powerful. Get pre and post-event feedback from your attendees.

- Create standard or conditional questions.
- Drag and drop questions into your survey. Customize at will.
- Each invitee is tracked so you know who took the survey and who passed.
- Results are presented in grid and graph formats.
- Focus your invitation lists by event and any one or more registration items within the event.

**DRAGGABLE ELEMENTS**

- Check Box  
 Yes  
 No
- Radio Buttons  
 One  
 Two  
 Three
- Drop Down Menu  
One
- Text Field  
Lorem ipsum dolor sit amet
- Long Text Field  
Lorem ipsum dolor sit amet
- Hidden Field  
Your hidden value
- Section Header

**My Survey**

Which is your favorite? Editing...

One  
 Two  
 Three

**FOLLOW-UP QUESTIONS**

Why

Because I said so

+ Add Follow-up Question

**\*Which session are you reviewing?**

Please Select...

**\*How do you matter?**

Poor  
 Average  
 Above Av  
 Excellent

**Element Settings** **Survey Settings**

**RADIO BUTTONS**

Question or Label  
Which is your favorite?

Required field

**OPTIONS**

Label	Value	Default
One	one	<input checked="" type="checkbox"/>
Two	two	<input type="checkbox"/>
Three	three	<input type="checkbox"/>

**ADVANCED**

Enable Follow-up Questions

**Breakout Session Survey II.3 2016 Conference on Run On Titles.**

**My Survey**

Instant survey questions

Answer

What is the question?

One  
 Two  
 Three

Which is your favorite?

One  
 Two  
 Three

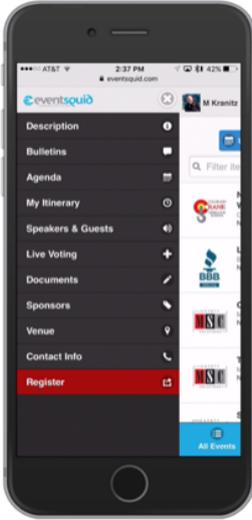
# FEATURE OVERVIEW



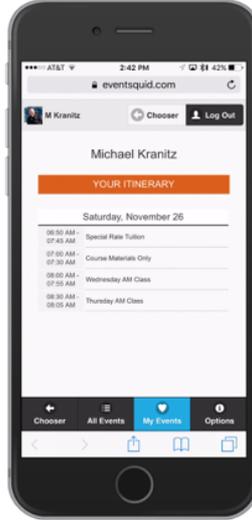
Pay nothing extra. Do nothing more. The app creates itself.

We don't believe that event hosts get a fair return on downloadable apps that require you to duplicate your event data in order to make the app function. With Eventsquid, the app simply exists and users go to our website on any device to get all they need in a mobile app.

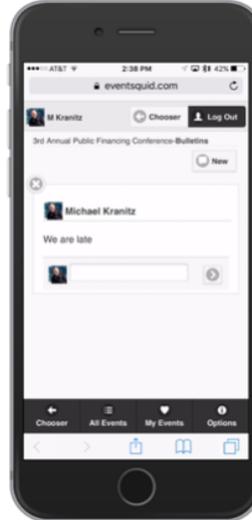
Slide out menu



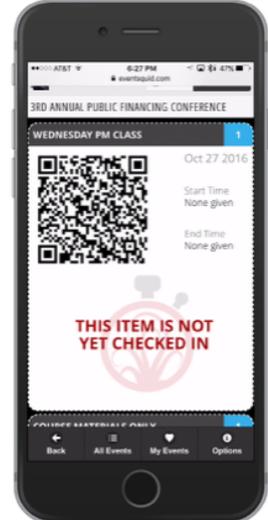
My itinerary



Live bulletins



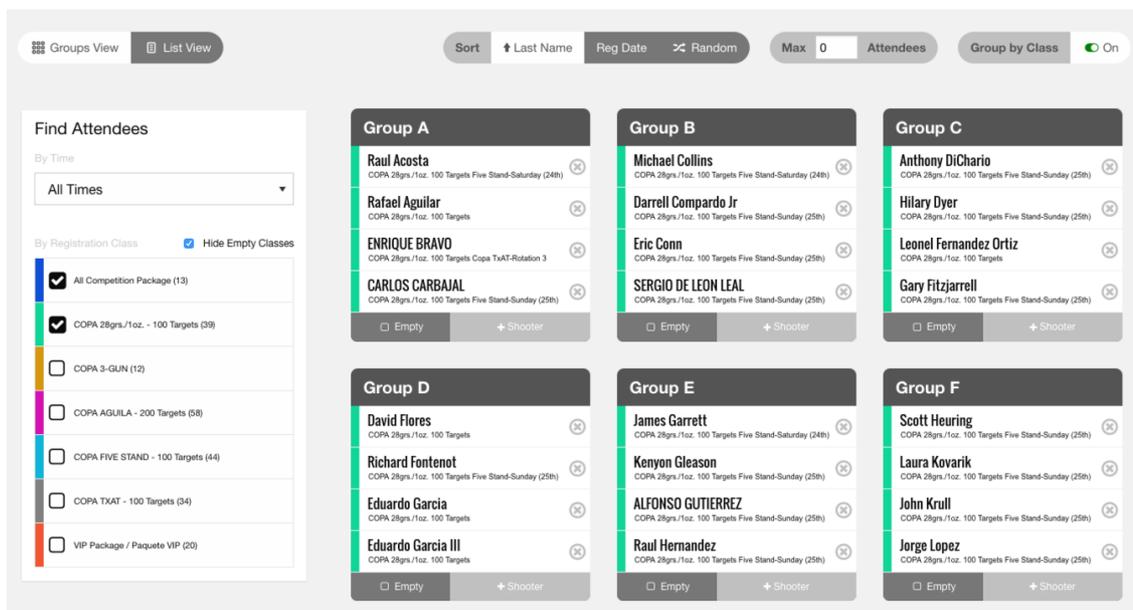
Scan check-in



# FEATURE OVERVIEW

Grouping made easy.

Our drag-and-drop group builder allows you to pre-distribute registrants into groups by registration class. From there, move people around at will and switch to "List View" for a completed grid.





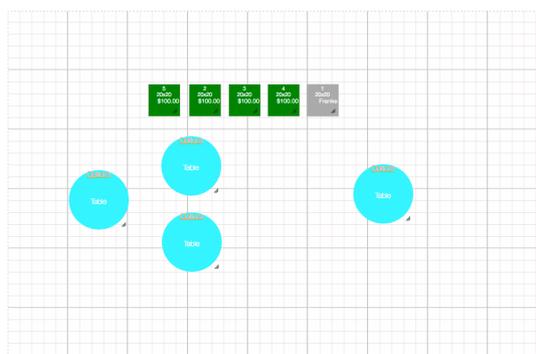
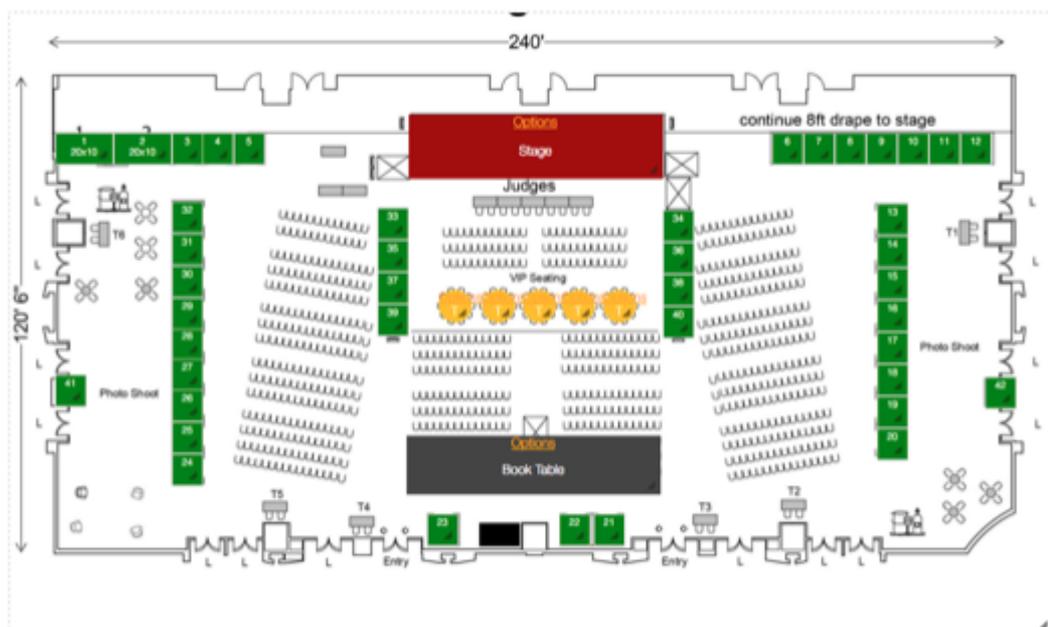


## Click-n-buy spaces

Sell any type of space. Registrants click and buy/reserve.

- Upload your space diagram or leave the canvas empty.
- Drag, drop and resize clickable spaces.
- Drag non-clickable widgets onscreen to represent different areas of your layout.
- Set custom names and prices for each clickable square/circle.
- Use the tool internally or expose to registrants so they have a dynamically updated map.
- Customize who gets to see the space map and select spaces to reserve.
- Use multiple maps with one event in case you have a large area or multiple rooms to represent.
- Use for parking spaces, tents, booths or any other area you wish to sell or reserve.

# FEATURE OVERVIEW





## Printable items

Use your favorite badge vendor or create badges with the Eventsquid system.

- Customize and print badges by the sheet.
- Print labels and competition bibs.
- Print parking passes (registrants can too)
- Print access tickets (registrants can too)

**19TH ANNUAL HOLMES/ OMEGA SCHOLARSHIP GOLF TOURNAMENT**

# 2016 PARKING PASS

**GOLFER ID: 3276**  
**Wilburn T Boykin Jr.**

**VALID ONLY: JULY 08**

*Valid only in ONE vehicle. Duplicating this can result in exclusion from the event.*

Display in windshield on driver's side  
golfsquid.com  
MORE GOLFERS. LESS WORK.

**19TH ANNUAL HOLMES/ OMEGA SCHOLARSHIP GOLF TOURNAMENT**

## Cash Raffle Tickets

**Quantity: 4**

**DAVID SCHREIBEIS**  
Longmont, CO

07-08

Jul 08, 2016

EVENT HOST: Scan the square QR code with a mobile device (get free QR scanning app) to check-in this golfer. Barcode contains text data about this purchase.

golfsquid.com  
MORE GOLFERS. LESS WORK.




**BUSINESS DEVELOPMENT CONFERENCE**

**JIM FRANKE**  
SABAS



**ATTENDEE**

**BUSINESS DEVELOPMENT CONFERENCE**

**JOE CONTI**  
EVENTSQUID  
300



**ATTENDEE**

**19TH ANNUAL HOLMES/ OMEGA SCHOLARSHIP GOLF TOURNAMENT**




# 2

**LARRY BROWN**

golfsquid.com  
MORE GOLFERS. LESS WORK.

FEATURE OVERVIEW



## Logic & flexibility - Your business rules rule.

Eventsquid gives you registration item-level configuration tools to accommodate just about any business rule.

- Automatic item limit enforcement
- Limits per registrant
- Base price plus optional automatic price changes (see second image)
- Optional sub-classes (e.g. chicken or fish on a banquet item)
- Automatic "exclude these items" feature when the user selects this item
- Automatic "include these items" feature when the user selects this item
- Rebate coupon good for a discount to another registrant for this event.
- Automatic waitlist function
- Age limits, must choose and other options.

# FEATURE OVERVIEW

**Registration - Planners** ID: 3454

ACTIVE  INACTIVE

Item Title: Registration - Planners

Brief Description [Edit](#) | [Fix HTML](#)

Same price as last year! Planners will get their deposit refunded after attending all appointments.

Limit of this item for the event: 100

Limit of this item per registrant: 1

Guest privileges for this item: No guest privileges [change](#)

Base item price: 595.00

\$\$\$ PRICING TIERS \$\$\$

Offer this item to: Attendees ONLY

**Registration - Planners** ID: 3454

January 15 2016 12:00 AM New Price [Add Tier](#)

Activation time is US Central (server time)

	NEW PRICE	SCHEDULED FOR	NEW PRICE ACTIVATED
X	495.00	01-15-2016 12:00 AM	Pending

Dis



## Discounts & coupons

Discounts and coupons to address virtually any promotional program need.

- Create discounts for specific types of registrants
- Trigger a discount based on the registrant's answer to a question
- Make multi-use coupons that expire after a set number of uses or by a certain date, whichever occurs first.
- Make personal coupons that are emailed directly to an individual. These expire once used by the individual.
- No limits to the number of coupons you can create.

### Flat or percent discounts

Minimum Purchase	<input type="text"/>	?
Discount Begins	20-DEC-2016	
Good Through	31-DEC-2016	
Available For	Attendees ONLY	▾
Limit To	All Registrant Profiles	▾
Condition Upon	Nothing. Always available	▾ ?

[Create a prompt to trigger this discount](#)

**Create Discount**

### Personalized or multi-use coupons

**Multi-Use Coupons** | Single-Use Coupons | [DOWNLOAD SPREADSHEET](#)

Multi-use coupons can be used by anyone who possesses them. They expire automatically on the date you set.

\$25.00 COUPONS					
✘	<input type="text" value="UnivCode"/>	Attendees ONLY	Exp: 10-27-2016	10 Registrants	0 Used

\$50.00 COUPONS					
✘	<input type="text" value="SPRING2017"/>	Attendees ONLY	Exp: 10-27-2016	GOOD UNTIL EXPIRES	1 Used



## Aggregate & distribute

Organizations can private label our software in order to aggregate all of their events into a searchable calendar.

- Your central calendar is self-updating
- Searchable by 30+ criteria
- Fully branded for your organization
- Portable widgets let you distribute your event calendar anywhere on the web.

# FEATURE OVERVIEW

AXS EVENTSQUID CORPORATE | MICHAEL KRANITZ

Search for events! FIND MANAGE

Event Type

- All Event Types
- Local Events
- Major Events
- Regional Events
  - Adventure
  - Business Dev Pre
  - Conference
  - Power-Up Regional
  - Public Speaking Cert
  - Seminar
- Success Mastery Tour Events

Close Update Results

Partial words work best

Future Events By Date

Map showing event locations in Asia, North America, Europe, and Africa.

Date	Event Title	Location	Sanctioned Speaker	Signed Up
AUGUST 25 2016	LOCAL CHAPTER MEETING IN LOVELAND, CO	Loveland CO (820 Miles)	Sanctioned Speaker	4
AUGUST 26 2016	LOCAL CHAPTER MEETING IN PARIS, FR	France 75008 Paris (6047 Miles)	Sanctioned Speaker	16
AUGUST 28 2016	LOCAL CHAPTER MEETING IN TOKYO, JP	Tokyo Japan (5174 Miles)	Sanctioned Speaker	3
AUGUST 31 2016	MASTERING THE SUCCESS MASTERY COURSE IN	Clearwater FL (2147 Miles)	Sanctioned Speaker	3
SEPTEMBER 04 2016	LOCAL CHAPTER MEETING IN LONDON, ENGLAND	London England (4841 Miles)	Sanctioned Speaker	3

APRIL 07-30 2016	APRIL 11-02 2016	APRIL 15-30 2016	APRIL 23-29 2016
<b>OUTDOOR</b>	<b>LESSONS</b>	<b>OUTDOOR</b>	<b>OUTDOOR</b>
<b>2016 Spring League</b> RSJ Archery see flyer	<b>Junior Olympic Archery Development</b> Standard Archery Interested in pursuing archery even more seriously? Enroll in the Junior Olympic Archery Development (JOAD) Pr...	<b>USA Archery 2nd Quarter Virtual Tournament</b> USA Archery The USA Archery Virtual Tournament is a GREAT way to experience the excitement of a national event and test yo...	<b>Eagle Archers 2nd Quarter Outdoor Event!</b> Tri Cities Christian School Eagle Archers! Time to register for the 2nd Quarter Virtual Tournament for outdoor distances! We w...
<a href="#">View</a> <b>18 Signed Up</b>	<a href="#">View</a> <b>16 Signed Up</b>	<a href="#">View</a> <b>Sign Up</b>	<a href="#">View</a> <b>6 Signed Up</b>
San Francisco CA (526 miles)	Lake Villa IL (1421 miles)	COLORADO SPRING CO (679 miles)	Blountville TN (1845 miles)

Navigation: 1 2 3 4 5 6 7 8 9 10

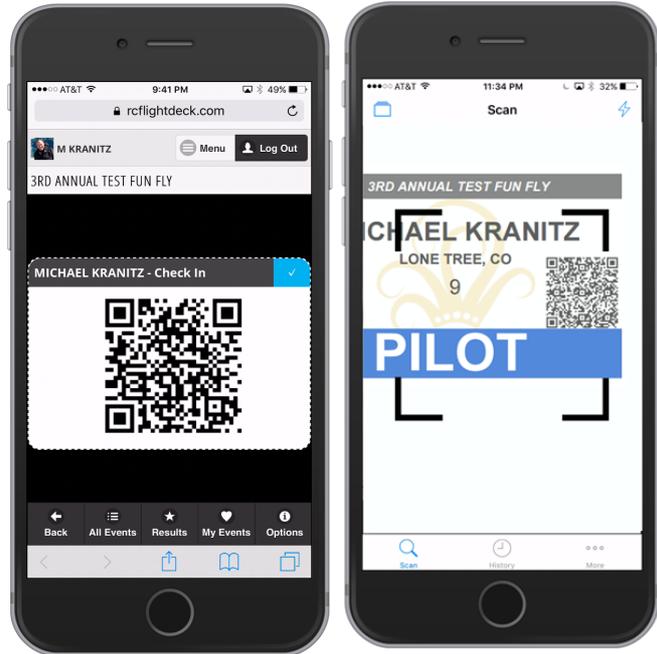


## Multiple Check-In Methods

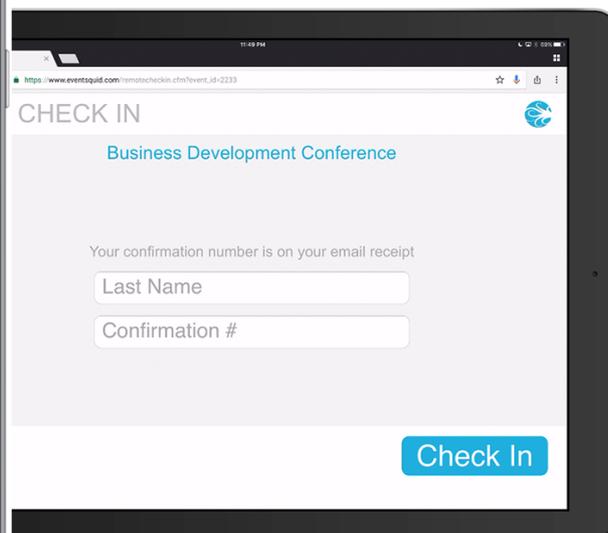
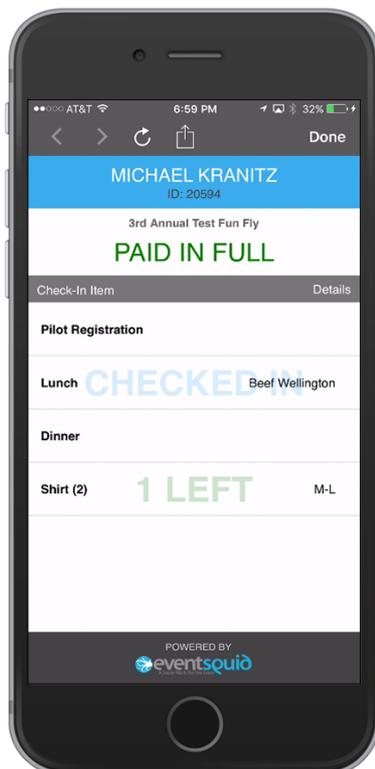
Eventsquid lets you handle check-in the way you want to.

- Tablet or laptop check-in lists allow event staff to quickly locate and review attendee records and verify registration details and payment prior to check-in.
- Self-serve tablet check-in allows attendees to simply enter their last name and confirmation number to check in.
- Using a mobile device and almost any free QR scanning app, event staff can scan badges as well as printed or mobile activity passes to check in attendees per registration item (e.g. sub-activity).

Attendee has mobile QR code which you can scan or you can scan the attendee's badge during the event for individual session check-in.



Session or item scan



Self-serve tablet check-in



## SCOPE OF SERVICES

We envision your business using Eventsquid to consolidate its events and event data within a single database while significantly improving event efficiency and effectiveness.

### One System. Unlimited Events. Flat Fee.

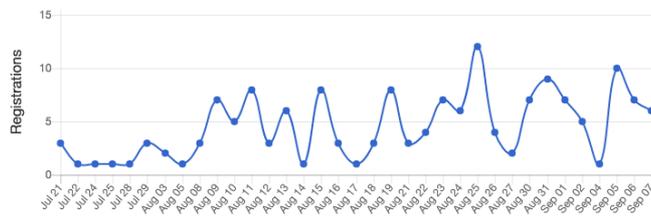
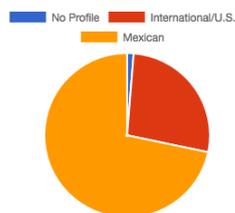
Eventsquid will give your business access to our entire suite of services for a flat annual fee. The suite includes the features described in the next section. As part of your subscription, you will receive **unlimited** administrative user seats and **unlimited** events.

### Standardize and Consolidate

Eventsquid will allow your organization and any sub-organizations you have to consolidate all event registration and resulting data in one place. Although each event stands alone, you may replicate past event setups, move events among sub-organizations and pre-populate attendee data for repeat attendees. Each sub-organization can create professional-grade event websites and registration experiences that are customizable by event but consistent across events in terms of user flow and experience.

### Extract and Analyze

Using either our custom report builder, dynamic data visualizer or our REST API, you will be able to maximize the value of the data you collect during registration or through our integrated survey module.



### Distribute

You may optionally use our portable calendar widgets to drop your (or any sub-organization's) event calendar onto any website.



"We are loving the changes and look forward truly examining what our new possibilities are! Launchsquid rocks!"

### Who are they?

ULA is a 50-50 joint venture between Lockheed Martin and The Boeing Company formed in 2006 to provide reliable, cost-efficient access to space for U.S. government missions. Their Atlas and Delta launches have spanned more than 100 years and 1,300 launches.

### What they needed.

ULA needed a reliable registration platform that could handle 300-425 people for each launch during the year. Launches involve high security and are invitation only. Invitees may choose different sub-activities to attend during the launch. The data must be accurate and available in real time. The software must also be able to handle different menus of items and privileges based on registrant profile. The launch websites must be professional in appearance and easy to navigate.

### What we provided.

We provided ULA with a branded instance of our software entitled Launchsquid. We have been providing service to ULA since 2015.





## EXPERIMENTAL AIRCRAFT ASSOCIATION



"Wow! Amazingly fast turnaround!  
You and team rock!!! Please pass my thanks to all."

### Who are they?

Formed in 1953, the EAA hosts the largest aircraft fly-in in the world at its headquarters in Oshkosh, Wisconsin. EAA has more than 800 local chapters that connect with youth who are interested in becoming aviators. The EAA museum boasts a world-class collection of aircraft and aviation memorabilia. The EAA also flies vintage aircraft around the United States and offers rides in these historical aircraft.

### What they needed.

EAA need a system that could handle everything from local club events and roster management to museum events and the association's annual fundraiser. EAA's goal is to consolidate its event registration, roster management and local chapter data into a single platform. The data must be portable and capable of being seamlessly integrated with their association management system.

### What we provided.

We provided EAA with Flightsquid, a site dedicated to EAA. This instance of our software has nearly every feature we offer and serves as an example of how powerful and capable this single platform can be for associations and other organizations with chapters or satellite offices.



# CASE STUDIES



### Who are they?

A world leader in digital products and services for businesses of all sizes, Comcast Business has a reputation that speaks for itself.

### What they needed.

Comcast Business needed a system that could handle its annual event for senior executives. The most important internal event of the year for Comcast requires a professional front-facing website and built-in logic to handle several days of activities during which individuals and their accompanying guests are free to choose different activities (but only one per activity block). The event is invitation-only and registrants must be able to have their administrative assistants register them and their guests.

### What we provided.

We provided Comcast Business with its own branded version of Eventsquid. Comcast makes heavy use of our third-party registration capabilities, which allow third parties to register attendees either under the attendee's account or the third party's account. The system also seamlessly tracks guests and their full menu of activity and meal preferences.





## Who are they?

Part of Team USA, USA Archery represents the United States in Olympic, Paralympic, Pan American, Parapan American and Youth Olympic Games.

## What they needed.

USAA needed a way to host quarterly "virtual" tournaments in such a way that shooters could go to their local ranges to compete, record their scores and have those scores roll up into the virtual competition against archers all over the United States. USAA also wanted a way to automatically collect payment from participating clubs (based on the number of competitors and teams) and provide a free resource for local clubs to host their website, event calendar and roster.

## What we provided.

Using our ArcheryEvents.com instance as our platform, we met USAA's needs and continue to host hundreds of archery clubs and every virtual tournament offered by USAA. We also provide local ranges with a mobile scoring solution that shooters can use on their mobile devices as well as a live leaderboard and score result grids. Our system handles any type of archery scoring paradigm (and there are at least a dozen) and allows local clubs to manage their rosters, collect dues and post news and other media. ArcheryEvents.com is the largest platform of its kind operating in the United States.





## Client Reviews

*"Eventsquid is outstanding! Utilizing this software could not be any simpler. Eventsquid is created with ease for the novice to the advanced creator to customize any event type to suit your business needs. We build custom registration forms quickly and implement for publications easily. Whether you are creating a small, informal meeting to an immensely, large conference; Eventsquid provides the tools."*

**Lisa Larson, AXS Consulting**

*"Eventsquid Rocks! Their software makes it easy to set up a branded event registration, market and communicate with registrants, manage registrations, accept payment and report on our event successes. This web-based, online registration system worked well for a wide variety of events. With everything online, we didn't have to download or install software. We could build and implement a custom form/registration quickly and easily and within minutes. Testing and tweaking was a snap. The software provided a great desktop and mobile experience for both our customers and our staff."*

**Laura Hunt, EAA (Experimental Aircraft Assn)**

*We had previously used another well known registration site for all of our launch events. Several reasons we were looking for another software registration site include (but not limited to): not allowing for 'back door' registrations (security), providing SMS texting capability and setting the # of guest allowances per individual email address to name a few. Eventsquid software provided us with ALL of our requirements and numerous other capabilities that enabled us to save numerous labor hours each mission by 1) reducing registrants questions due to the capability to upload documents (providing guests with FAQ's and detailed agendas) and 2) being able to provide all inclusive attendee reports to our customers. Eventsquid's focus on customer service exceeds all expectations; we only wish we found them years ago!*

**Jennifer Smith, United Launch Alliance**

*"Eventsquid has so many easy-to-use tools that an event coordinator or promoter would be truly missing out if they did not use it. The support staff is extremely helpful and very responsive. I have no fear of diving in knowing that I have their team standing by to help with any questions I have. I can't say enough about this platform and team...top notch!"*

**Brian Bychowski, DU-BRO Products**



*"This website is by far the best way to manage your radio control racing events on the internet. Creating an event is easy and seamless. Entry fee collection is easy and the reporting of stats is intuitive and very useful. I have saved countless man hours in this one solution website. It's easy to put all your events information on your event page. I especially like the Communication Center. It allows me to quickly update the registered racers of any important news regarding the event. It has drastically reduced misunderstandings from standard event flyers. Questions from the developer are answered very quickly and updates are always coming at a regular pace. The software and website continue to offer more!"*

**Fred Medel, Tamiya America**

*"The flexibility of this product is simply incredible. This is an event management platform for all your events. If you are an event manager you know how many things you need to do to get an event up and running. Imagine a single place to authorize and manage all your events, attendees, administrators, sponsors, volunteers and much more in one easy to use platform. If you've not played around with this, you really need to give it a go!!!! I referred this to several companies with awesome results."*

**Jacques Van Der Merwe, Data Connect Corp.**

*"Incredible! We've been working with Eventsquid since the early stages of their development and have now hosted 8 events using their software. They continue to deliver excellent service, a fully responsive website, enhanced function and customizability that is unrivaled by their competitors. Most of the time they even find, diagnose and fix any issues before we even know they exist. Their pricing is extremely competitive and their software even gives you the option to pass along related fees to participants, if you so chose. We would highly recommend exploring Eventsquid for your next event!"*

**Skylar Brady, Defined Athletics**

*"I've been around software for twenty years and even I was impressed with how much power and flexibility Eventsquid delivered through an intuitive interface and user flow. These guys are nimble too and that translates into great service and attentiveness."*

**Mike Higgins, Perform Consulting Group**

*"We have been using Eventsquid's "Golfsquid" service for two years to host our magazine's annual golf tournaments. The software organizes our events efficiently and saves us considerable time. It is very easy to use and extremely flexible. We feel so good about it that we exclusively recommend it to our readers."*

**Allen Walters, Publisher - Colorado Avid Golfer Magazine**



## OUR TEAM

### Michael Kranitz, Founder & CEO

Michael Kranitz is a serial entrepreneur, award-winning business writer, author, speaker, and mentor with a successful record of creating companies and innovative software solutions since the early 1990's. Kranitz, a former corporate reorganization lawyer has built and sold more than half a dozen businesses to the likes of Microsoft, Ford, Hearst Corporation, MediaNews Group, Wells Fargo and Internet Brands, Kranitz brings a broad and unique set of skills to the organizations with which he works.



### Joe Conti, COO

A dynamic executive and proven leader, Joe brings a unique blend of first-rate technical, interpersonal and business skills to Eventsquid's clients. Joe has more than twenty-five years of experience in client service, consumer insights, marketing information, software, advanced data analysis and team leadership. Joe was President of Kaango Classifieds for 9 years before joining Eventsquid.



### Charles Fahey, CTO

Charles is an accomplished project leader and developer with a proven track record of delivering innovative, large scale projects with minimal resources and supervision. Experience with planning, developing and deploying wide-scale web-based projects. Committed to building strong teams, Charles provides Eventsquid with superior software that sets our industry's standards.



# OUR TEAM



## Mike Higgins, Business Development

Mike is a seasoned executive with an incredibly creative approach to business development, partnerships and the intricacies of business relationships. Mike is the former EVP and COO of MediaNews Group Interactive and he has founded and sold several successful ventures. In his words, "Data is at the heart of everything I do. I specialize in knowledge analytics to provide effective training programs and consulting based on real, personal data. I also provide digital marketing solutions that are based on leveraging data itself to get your message to the right people, as well as using data to monitor campaign performance."



## Andrea Kranitz, Finance

Older and wiser sister of CEO, Michael, Andrea brings control and discipline to the excessively creative tendencies of the Eventsquid team. Andrea is CPA with more than 35 years of experience in business consulting, accounting, finance and related matters.





We would love to hear from you and show you our software live via web conference. If you would like to set up a demo or just chat about features, pricing or anything else, please reach out.

**202.838.6686**

**michael@eventsquid.com**

**CONTACT**